



georgia.gov Information Architecture Methodology
Version 1.7

Prepared for
Georgia Technology Authority
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Prepared by
Sun Microsystems, Inc.

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Property of the Georgia Technology Authority

Portal Information Architecture Methodology	Version: 1.7
GA Portal Information Architecture/Taxonomy Project	Date: 9/10/02
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1 Introduction

The Information Architecture Methodology was identified as a Statement of Work deliverable in the GTA Contract/RFP No. GTA-000026 between Sun Microsystems, Inc. and the Georgia Technology Authority. This document was prepared to satisfy the requirement for an Information Architecture Methodology. It documents the process that was followed on the Sun/GTA engagement to establish the initial georgia.gov information architecture. It also provides the process structure for maintaining the information architecture in the future.

1.1 Purpose

The purpose of the Information Architecture Methodology Document is to provide a systematic methodology that defines the steps required in developing and enhancing the georgia.gov information architecture and taxonomy.

1.2 Scope

The scope of this document is geared toward the process and not the technology used to implement georgia.gov's information architecture and taxonomy.

1.3 Definitions, Acronyms and Abbreviations

- **Agency:** The State of Georgia Agency, which requests delivery of content or services through georgia.gov. Agencies have a customer relationship with the GTA.
- **Controlled Vocabulary:** Consistent set of terms used throughout georgia.gov. Used as foundation for personalization.
- **EPIA:** The Enterprise Portal Interoperability Architecture.
- **Information Architecture:** The science of organizing, labeling, designing navigation and searching systems that helps people find and manage information more successfully.
- **Information Architect:** Technology industry professional that has the responsibility for establishing and maintaining the information architecture and taxonomy.
- **GeorgiaNet:** The Division of the Georgia Technology Authority (GTA) responsible for the development infrastructure in delivery of Customer Agency content and services through georgia.gov.
- **GILS:** Global Information Locator Service.
- **GTA:** The Georgia Technology Authority.
- **GUP:** GeorgiaNet Unified Process is the GeorgiaNet Software Development Process built on the Rational Unified Process and customized to meet GeorgiaNet requirements.
- **Personalization Rules:** Set of business rules that govern how users and Portal content are matched up.
- **RUP:** Rational Unified Process.
- **Taxonomy:** The classification of information in an ordered system.

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1.4 References

- GILS (Global Information Locator Service) Classification — <http://www.gils.net>
- *The Organization of Information* - Arlene G. Taylor 1999 Libraries Unlimited, Inc. ISBN 1-56308-493-7
- *Designing Web Usability* – Jakob Nielson, 1999 New Riders Publishing, ISBN 1-56205-810-X
- *Information Architecture for the World Wide Web* – Louis Rosenfeld & Peter Morville, 1998 O’ Reilly & Associates, Inc., ISBN 1-56592-282-4
- *Georgia Portal Information Architecture/Taxonomy Framework* – Sun Microsystems, Version 2.1 - 2002
- *State of Georgia Portal Interface Vision* – Georgia Technology Authority, May 2001
- *State of Georgia Portal Strategy Plan* – Georgia Technology Authority, February 2001
- *Georgia Portal Interactive Design* - Sun Microsystems, Version 1.8 – April 2002

1.5 Overview

The State of Georgia needed a defined, repeatable process to design, develop, and enhance the information architecture/taxonomy for the State. This process can be repeated by GTA and other state entities for the purpose of integrating agency information with the georgia.gov framework.

The methodology defines/describes:

- Activities to be performed
- RUP phase and discipline where activities are performed
- Role name of the individuals performing activities
- Artifacts to be produced
- Templates or Examples of Artifacts
- Work guidelines/rules to support the build out
- Supporting standard/white papers used in the initial georgia.gov launch.

1.6 Cautionary Note

Georgia .gov, as it exists today, has a solid information architecture designed to accommodate any Agency’s information. It is organized into subject areas to maximize usability. The current subject areas include: Family & Health, Education & Training, Transportation, Tourism & Recreation, Business Services & Employment, Government, and Legal & Public Safety. The team that structured georgia.gov conducted copious research and put careful consideration into deciding on the final subject areas. It is important to note that adding new subject areas, thereby altering the current organizational structure, is not advised and may decrease the benefit constituents receive from the georgia.gov.

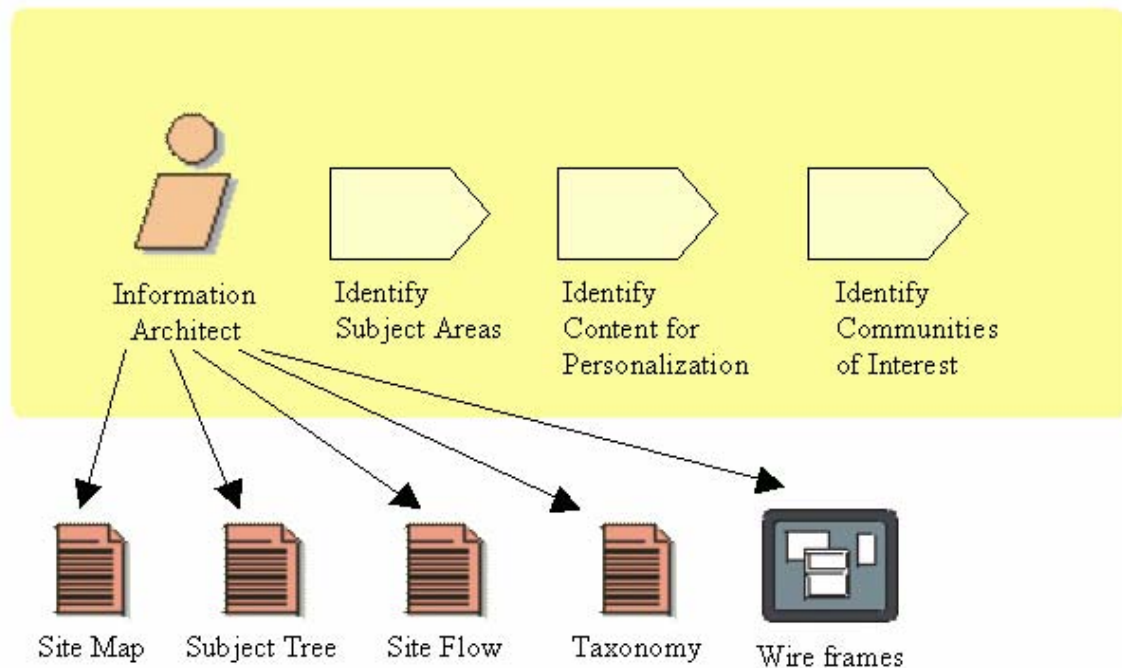
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2 The Role of the Information Architect

Role: Information Architect

The Information Architect leads the creation and enhancement of the information architecture and taxonomy by:

- translating the content and business goals/requirements into functional and visual schematics
- developing the site map and structuring the way content navigation is laid out
- defining site navigation, functionality and user interaction.



Staffing

The Information Architect role and the RUP User-Interface Designer role are similar and often performed by the same individual. The Information Architect focuses on establishing a structure that helps people find and manage information. The Information Architect is a big-picture individual who focuses on the enterprise and user requirements first in setting standards and guidelines.

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3 Information Architecture Methodology Activities

The following activities have been identified as essential to maintaining the integrity and the ongoing vision of georgia.gov as additional content is needed.

These activities include:

- Collect and Scope Content Requirements
- Identify Subject Areas (1st, 2nd, 3rd Levels)
- Identify Content for Personalization
- Identify Communities of Interest

These activities are usually performed during the Inception phase or early in Elaboration.

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3.1 Activity: Collect and Scope Content Requirements

Purpose: <ul style="list-style-type: none"> Identifies current content and services. Identifies additional content and services requirements. Determines scope of content and services to be included in the project. 	
Steps: <ul style="list-style-type: none"> Identify appropriate Stakeholders to act as Subject Matter Experts for identifying and scoping Agency Content. Interview Stakeholders to identify and locate Agency's current catalog of content. Catalog existing Agency Applications and Services. Interview Stakeholders to vision the content (existing and new) to be part of the product. Interview Stakeholders to vision the Applications and Services (existing and new) to be part of the product. 	
Input Artifacts*: (* Important: make sure to use latest version of the Agency's existing artifacts): <ul style="list-style-type: none"> Content Subject Tree Site Map Site Flow Taxonomy Wireframes Services/Applications 	Resulting Artifacts*: <ul style="list-style-type: none"> Vision (boundary defining what content and services are in scope for this Product)
Role: System Analyst, Stakeholders	
Tool Mentors: <ul style="list-style-type: none"> Not applicable 	

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Guidelines:

- [Identifying Content Needs](#)

Workflow Details

- **Core Workflow: Requirements**
- **Understand Stakeholder Needs (Develop Vision).**

Identifying Content Needs:

Keeping these points in mind ensures that georgia.gov will meet not only the needs of the State of Georgia, but also the needs of the constituents it serves.

Address the following questions:

- Who are the intended audiences of georgia.gov?
- What type of content should or should not be part of the site?
- What are the short and long term goals of the site?

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3.2 Activity: Identify Subject Areas (1st, 2nd, 3rd Levels)

Purpose: <ul style="list-style-type: none"> Classify the Agency's information and services, which may pertain to a wide range of topics. Filter information into distinct classifications and narrow the range of content at each successive level. Support primary method of navigation for georgia.gov. 	
Steps: <ul style="list-style-type: none"> Identify content for georgia.gov. Analyze content from a user perspective recognize, categorize, and label common content types. The technique of card sorting can be used during the process to identify the emergence of subject areas from content. While organizing the content, future growth needs are also a consideration. Perform competitive analysis on similar types of portals and sites to identify common subject areas, nomenclature, navigation, and services offered. Keep in mind the users' expectations will be influenced by all previous experiences with other Web sites. Compare the findings on those sites to the content that has been identified for georgia.gov and refine the subject areas. Test the approach against a sampling of content by categorizing the content into the candidate subject area. The subject areas should be refined until it is determined that the subject areas are comprehensive enough to cover the Agency's contents and specific enough to guide navigation. 	
Input Artifacts*: (* Important: make sure to use latest version of the existing artifacts) <ul style="list-style-type: none"> Subject Tree Site Map Site Flow Taxonomy Wireframes 	Resulting Artifacts*: (* Updates to existing artifacts) <ul style="list-style-type: none"> Subject Tree Site Map Site Flow Taxonomy Wireframes
Role: Information Architect, Stakeholders	
Tool Mentors: <ul style="list-style-type: none"> Not applicable 	

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Guidelines:

- [Before you start](#)
- [Recommendations](#)

Workflow Details

- **Core Workflow: Requirements**
- **Refine the System Definition**

Before you start:

Keeping these points in mind ensures that georgia.gov will meet not only the needs of the State of Georgia, but also the needs of the constituents it serves.

1. Address the following questions:

- Who are the intended audiences of georgia.gov?
- What type of content should or should not be part of the site?
- What are the short and long term goals of the site?

2. In choosing subject areas for the user-centric Portal, consideration must be given to the following concerning the user population:

- Needs for information
- Ways of thinking about, grouping, and organizing information
- Expectations about georgia.gov
- Levels of knowledge about a subject matter
- Levels of experience with the Web and similar types of Portals and sites.

Recommendations:

While additional subject areas may easily be added to the content taxonomy, it is recommended that only **one** additional 1st Level Subject Area be added to the Portal Interface. Also, **do not** allow the added Subject Area to be dictated by any particular Agency or individual political agenda. The structure of state government should not influence presentation or navigation and should be transparent to the users.

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3.2.1 Subject Area Wireframe Example

Georgia Enterprise Portal Interactive Design-Issued Documents

Georgia.gov
 [Agencies/Organizations](#)
[Site Map](#)
[FAQ](#)
[Help](#)

Welcome back Bill!
 Not Bill? [Click here to login as a different user.](#)

Login (graphic)
 or Login Status and Logout

Search (graphic)

I Want To... (graphic)
 Subject area specific links
 (underlined and linked to internal or external site)
 > Full Use 1

How do I... (graphic)
 Subject area specific links
 (underlined and linked to internal or external site)
 > Full Use 1

I am... (graphic)
 Subject area specific links
 (underlined and linked to internal or external site)
 > Full Use 1

Related Links (graphic)
 Subject area specific links
 (underlined and linked to internal or external site)

Georgia.gov
 [Privacy](#)
[Accessibility](#)
[About Us](#)
[Contact Us](#)

Georgia.gov (branding)

 Today's Date

Subject Area Page Level (2 launch)

Home > Transportation

Family & Health
 Education & Training
 Transportation
 > 2nd Level link
 > 2nd Level link
 > 2nd Level link
 > 2nd Level link
 Tourism & Recreation
 Business Services & Employment
 Government
 Legal & Public Safety

Subject Area Title (graphic)
 Descriptive text of subject area contents

Highlight (graphic)
 1 featured site link
 (underlined and linked to internal or external site)
 with additional description text.

Photo

2nd Level Title (graphic-internal link)
 Brief descriptive text

2nd Level Title (graphic-internal link)
 Brief descriptive text

2nd Level Title (graphic-internal link)
 Brief descriptive text

2nd Level Title (graphic-internal link)
 Brief descriptive text

Georgia.gov
 [Privacy](#)
[Accessibility](#)
[About Us](#)
[Contact Us](#)

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3.3 Activity: Identify Content for Personalization

Purpose: <ul style="list-style-type: none"> Meeting user's needs successfully through personalization is likely to lead to a satisfying user experience and re-use of the services offered. Portal content can be tailored for a pre-defined community and provide different "sections" of the Web site for each community identified. 	
Steps: <ul style="list-style-type: none"> Identify content to be personalized for georgia.gov. Create or add vocabulary words to the personalization "controlled vocabulary" for the identified content. If needed create or add to the "personalization rules" established for georgia.gov. 	
Input Artifacts: (* Important: make sure to use latest version of the existing artifacts) <ul style="list-style-type: none"> Controlled Vocabulary Personalization Rules Taxonomy 	Resulting Artifacts: (* Updates to existing artifacts) <ul style="list-style-type: none"> Controlled Vocabulary Personalization Rules Taxonomy
Role: Information Architect, Stakeholder	
Tool Mentors: <ul style="list-style-type: none"> Not Applicable 	
Guidelines: <ul style="list-style-type: none"> <u>Customization vs. Personalization</u> <u>Recommendations</u> 	
Workflow Details <ul style="list-style-type: none"> Core Workflow: Requirements Refine the System Definition 	

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Customization vs. Personalization:

Customization occurs when the user can configure an interface and create a profile manually, adding and removing elements in a “profile”. The control of the look and/or content is explicit and is user-driven, i.e. the user is involved actively in the process and has control. In personalization, on the other hand, the user is seen as being passive, or at least somewhat less in control. A personalized Portal need not be based on individual user behavior or input. The content of the Portal can be tailored for a pre-defined community and provide different “sections” of the Web site for each community identified. This approach can give tailored content without explicitly building the one-to-one relationship that requires gathering knowledge on the individual.

Recommendations:

Keep in mind the level of involvement required by the user is very important in personalization. Too much explicit user involvement upfront or requiring that users “register” with the Portal first before they are allowed to view content usually turns most users away. A mix of explicit and implicit involvement over time supports “lifecycle” personalization and allows users to build up a sense of trust before they commit to more sensitive profile information.

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3.3.1 Personalization Example

(Note: yellow designates future planned enhancements)

The wireframe illustrates the Georgia.gov portal layout. The top header includes the 'ezgov.' logo, the text 'Georgia Enterprise Portal Interactive Design-Issued Documents', and logos for 'GOVERNMENT' and 'SUNBELT'. The main header area features the 'Georgia.gov (branding)' text, a 'Photo' button, a 'Today's Date' button, a personalized welcome message 'Welcome back Bill! Not Bill? Click here to login as a different user.', and a 'Login (graphic) or Login Status and Logout' button, all enclosed in a yellow oval. Below the header is a navigation bar with 'Site Map', 'FAQ', and 'Help' links, and a 'Search (graphic)' box with a 'GO' button. The main content area is divided into a left sidebar with categories like 'Family & Health', 'Education & Training', 'Transportation', 'Tourism & Recreation', 'Business Services & Employment', 'Government', and 'Legal & Public Safety'. The central area contains three drop-down menus labeled 'I want to....', 'How do I....', and 'I am....', each with a description of the list contents. Below these are filters for 'Agencies/Organizations', 'County', and 'City'. A 'Highlight/Feature (graphic)' section follows, containing a '1 featured site link' with a description and a 'Photo' button. The bottom section is divided into three 'Content Zone' boxes: 'Content Zone 1 (graphic)' with 'Links', 'Headlines (graphic)' with a 'Headline List', and 'Content Zone 2 (graphic)' with 'Links'. The footer includes links for 'Georgia.gov', 'Privacy', 'Accessibility', 'About Us', and 'Contact Us', and a copyright notice '©2002, Inc. All Rights Reserved'.

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3.4 Activity: Identify Communities of Interest

Purpose: <ul style="list-style-type: none"> Show logical groupings of content that would have value for a like-minded set of users. Organize information in a manner that brings the functions and services of many different Georgia agencies together into a single repository aimed at a target interest group. Allow user to elect to identify with and explore the content within a given community. 	
Steps: <ul style="list-style-type: none"> Identify common interest groups within each 1st Level Subject Area. Analyze content from a user perspective within an interest group. Organize links and content around the various common-interest group. The technique of card sorting can be used during this process. While organizing the content, future growth needs are also a consideration. Perform competitive analysis on similar types of portals and sites to identify common interest groups. Keep in mind the users' expectations will be influenced by all previous experiences with other Web sites. Compare the findings on those sites to the content that has been identified for georgia.gov and refine the interest groups. Test the approach against a sampling of content by categorizing the content into the candidate interest groups. The interest groups should be refined until it is determined that the groups are comprehensive enough to cover the Agency's contents and specific enough to guide navigation. 	
Input Artifacts: (* Important: make sure to use latest version of the existing artifacts) <ul style="list-style-type: none"> Site Map Site Flow Taxonomy 	Resulting Artifacts: (* Updates to existing artifacts) <ul style="list-style-type: none"> Site Map Site Flow Taxonomy
Role: Information Architect, Subject Matter Expert	
Tool Mentors: <ul style="list-style-type: none"> Not Applicable 	

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Guidelines:

- [Before you start](#)
- [Recommendations](#)

Workflow Details

- **Core Workflow: Requirements**
- **Refine the System Definition**

Before you start:

Keeping these points in mind ensures that georgia.gov will meet not only the needs of the State of Georgia, but also the needs of the constituents it serves.

1. Address the following questions:
 - Who are the intended audiences of georgia.gov?
 - What type of content should or should not be part of the site?
 - What are the short and long term goals of the site?
2. In choosing communities of interest for the user-centric Portal, consideration must be given to the following concerning the user population:
 - Needs for information
 - Ways of thinking about, grouping, and organizing information
 - Expectations about georgia.gov
 - Levels of knowledge about a subject matter
 - Levels of experience with the Web and similar types of portals and sites

Recommendations:

Over time communities should evolve into much more collaborative entities, selecting their own links and content and corresponding with each other and the state through online forums.

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3.4.1 Communities of Interest Example

(Note: yellow designates future planned enhancements)

Georgia Enterprise Portal Interactive Design-Issued Documents			
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Georgia.gov (branding)

Subject Area Page Level (2 launch)

Photo

Today's Date

Welcome back Bill!
Not Bill? [Click here to login as a different user.](#)

Login (graphic)
or Login Status and Logout

[Georgia.gov](#) [Agencies/Organizations](#) [Site Map](#) [FAQ](#) [Help](#)

[Home](#) > [Transportation](#)

Subject Area Title (graphic)

Descriptive text of subject area contents

Highlight (graphic)

1 featured site link
(underlined and linked to internal or external site)
with additional description text.

Photo

2nd Level Title (graphic-internal link)
Brief descriptive text

2nd Level Title (graphic-internal link)
Brief descriptive text

2nd Level Title (graphic-internal link)
Brief descriptive text

2nd Level Title (graphic-internal link)
Brief descriptive text

Search (graphic)
 Go

I Want To... (graphic)
Subject area specific links
(underlined and linked to internal or external site)
> Full Use

How do I... (graphic)
Subject area specific links
(underlined and linked to internal or external site)
> Full Use

I am... (graphic)
Subject area specific links
(underlined and linked to internal or external site)
> Full Use

Related Links (graphic)
Subject area specific links
(underlined and linked to internal or external site)

[Georgia.gov](#)
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4 Artifacts

The following artifacts have been identified as essential to supporting the ongoing vision of georgia.gov.

- Site Map
- Site Flow
- Subject Tree
- Wireframes
- Taxonomy

This section discusses each of the above artifacts, referring to examples as needed.

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4.1 Artifact: Site Map

Site Map	The Site Map gives a graphical, hierarchical overview of the full site.	
Role:	Information Architect	
Examples:	Subject Area Navigation (2) portion of Appendix B - Navigation Summary	
<ul style="list-style-type: none">▪ Purpose▪ Timing▪ Responsibility		
Input to Activities: <ul style="list-style-type: none">• Establish Site Navigation• Identify Common Templates• Identify Site Pages		Output from Activities: <ul style="list-style-type: none">▪ Develop the Site Map

Purpose:

The Site Map provides a visualization of the entire information architecture of the site. This artifact can be of use to the following groups:

- People who **analyze, design, and implement** the system will use the site map to understand the information architecture, identify common templates, and implement the site navigation.
- If included as a user-accessible page within the site, the site map may aid users who become lost, frustrated, or want a single-glance overview of the site.

Timing:

May be developed during the elaboration phase of the project. Updated as user research suggests additional site functionality or content areas.

Responsibility:

The Role: the Information Architect is responsible for the Site Map.

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4.2 Artifact: Site Flow

Site Flow	The Site Flow diagrammatically depicts all the possible pathways a user might take through a site.	
Role:	Information Architect	
Examples:	Site Flow artifacts for DMVS <i>Renew Driver’s License</i> application.	
<ul style="list-style-type: none">▪ <u>Purpose</u>▪ <u>Timing</u>▪ <u>Responsibility</u>		
Input to Activities: <ul style="list-style-type: none">▪ Identify User Tasks▪ Identify pathways to completing User Tasks		Output from Activities: <ul style="list-style-type: none">▪ Create Site Flow

Purpose:

Site Flows are intended to help the development and review teams better visualize the user paths, the tasks and sub-tasks these paths support, and the sequence of activities the user needs to perform to accomplish these tasks.

Site flows can be used to better illustrate functional flows (such as logout) as well as linear and non-linear flows. Generally, a linear flow is just a series of screens that the user may navigate through in the course of completing a task. There are no decision points involved in a linear flow.

Non-linear flows involve decision points which act as crossroads in the application. The content of the screen the user sees after crossing a decision point is dynamic and depends on the decisions made at the previous step.

It is important to note that the primary focus of a screen flow is on documenting user behavior, though some technical elements like transactions with databases or content management systems may be documented to better communicate the interactions between the user and the system.

Timing:

May be developed during the inception and/or elaboration phases of the project.

Responsibility:

The Role: the Information Architect is responsible for the Site Flow.

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4.3 Artifact: Subject Tree

Subject Tree	Subject trees list the organization of content into subject-based hierarchies.	
Role:	Information Architect	
Examples:	georgia.gov Subject Tree (See example in Appendix B) Washington State GILS Subject Tree	
<ul style="list-style-type: none">▪ <u>Purpose</u>▪ <u>Timing</u>▪ <u>Responsibility</u>		
Input to Activities: <ul style="list-style-type: none">▪ Identify Subject Areas		Output from Activities: <ul style="list-style-type: none">▪ Identify Subject Area

Purpose:

There is one Subject Tree for georgia.gov, which project members use to understand the Subject Areas that are specific to georgia.gov. However, this document is important to many specific activities, including:

- People who **analyze, design, and implement** the system will use the subject tree to organize the content within the georgia.gov user interface and the content management system.
- **Documentation writers** will use the subject tree to understand how the content should be classified in the documentation (such as the system user guide).

Timing:

May be developed during the inception and/or elaboration phases of the project. Updated when a new subject area is identified.

Responsibility:

The Role: the Information Architect is responsible for the Subject Tree.

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4.4 Artifact: Wireframes

Wireframes	Wireframes serve as a visual representation of the basic layout, information, and navigational elements that make up the pages of georgia.gov.	
Role:	Information Architect	
Examples:	Navigation Framework for Main Page (See example in Appendix B) Navigation Framework for All 2 nd Level	
<ul style="list-style-type: none">▪ <u>Purpose</u>▪ <u>Timing</u>▪ <u>Responsibility</u>		
Input to Activities: <ul style="list-style-type: none">▪ Establish Page Navigation▪ Establish Page Content		Output from Activities: <ul style="list-style-type: none">▪ Create Wireframe

Purpose:

Wireframes describe which text appears on which screens, which components are available on the screen, what text/data is dynamic, what navigational elements are available to the user, and the behavior for each element (available, unavailable, editable, non-editable).

- People who **analyze**, **design**, and **implement** the system will use the wireframes to build pages and organize content components within templates.

Timing:

May be developed during the inception and/or elaboration phases of the project.

Responsibility:

The Role: the Information Architect is responsible for the Wireframes.

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4.5 Artifact: Taxonomy

Taxonomy	Taxonomy defines the organization and classification of information within a system.	
Role:	Information Architect	
Template:	Taxonomy Spreadsheet	
<ul style="list-style-type: none">▪ Purpose▪ Timing▪ Responsibility▪ Tailoring		
Input to Activities: <ul style="list-style-type: none">▪ Capture a Common Vocabulary for the metadata		Output from Activities: <ul style="list-style-type: none">▪ Develop the taxonomy

Purpose:

The following people will use the taxonomy:

- People who **analyze, design, and implement** the system will use the taxonomy to organize the content within the content management system.
- **Documentation writers** will use the taxonomy to understand how the content should be classified in the documentation (such as the system user guide).

Timing:

Developed during the elaboration phase. Approved at the lifecycle milestones. Updated on an ad hoc basis as the result of some assessment at some further milestones.

Responsibility:

The Role: Information Architect is responsible for the Taxonomy.

Tailoring:

The taxonomy should be tailored to support the needs of the project.

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5 Information Architecture Techniques

The following section describes some of the typical techniques and best practices that may be used in developing and enhancing the information architecture:

Card Sorting:

Card Sorting is a technique that involves users in the process of grouping information for a Web site. A user or groups of users are given a set of index cards that contain content topics for the Portal (one topic per card). The users then build hierarchies that reflect the categories they want and how they would group information in those categories. This technique can also be utilized for determining the structure for content taxonomies.

Focus Groups:

Focus Groups are a mediated discussion among a group of users or potential users of the Portal. Focus groups are good for learning user's attitudes belief and desires. They may also be used to identify user's reactions to ideas, "prototypes," or mock-ups.

Surveys:

Surveys can be used to gather information from your current or potential user community. Surveys may be conducted online, offline or in combination with individual interviews. Surveys should be kept short and should contain a mix of closed questions (multiple choice, true/false) and open-ended questions. It is very important to know why you are surveying your users and to tailor your questions to meet these objectives.

Scenarios

Scenarios are stories. They tell the tales of users experiencing the site, and they help you and the project team visualize the Portal, the service application, and its users. Scenarios are also useful in validating the site's design once it is finished. If the scenarios match up with the actual design of the site, you did something right.

Usability Testing:

Usability tests are used to find out what works well for your users and what does not. Through careful observation, scientific analysis and subjective evaluation the effectiveness of the Portal or service application can be determined. Usability tests are different from focus groups: what users say they do and what they actually do are often different - because people aren't always aware of how they work. To be most effective usability testing should be done in an iterative fashion: testing, refinement, re-testing.

6 Additional Resources

Information Architecture

- Steering Users Isn't Easy – Will Schroeder, Available: http://developer.netscape.com/viewsource/schroeder_ui/schroeder_ui.html
- Human-Computer Interaction – Alan Dix, Janet Finlay, Gregory Abowd & Russell Beale, 1998 Prentice Hall Europe, ISBN 0-13-239864-8
- Creating New Work Design Paradigms for the Enterprise Portal, Karen Holsblatt, Available: http://www.sapdesignguild.org/editions/edition3/print_holtzblatt.html
- Don't Make Me Think: Common Sense Approach to Web Usability – Steve Krug October 2000, New Riders, ISBN 07-7897-2310
- How Users Read on the Web and various articles – Jakob Neilson, October, 1997, Available: <http://www.useit.com/>
- The Inmates Are Running the Asylum: Why High Tech Products Drive Us Crazy and How to Restore the Sanity – Alan Cooper, 2000, SAMS, ISBN 0-67231-64

Taxonomy

- Metadata Tools for State Collaboration Available: <http://www.fidocat.com/gils/>
- US States GILS Projects Available: <http://www.dced.state.ut.us/GILS/otherstates.htm>
- Dublin Core Metadata Initiative Available: <http://dublincore.org/>

Rational Unified Process (RUP)

- The Rational Unified Process An Introduction – Philippe Kruchten, 2000 Addison-Wesley, ISBN 0-201-70710-1
- The Ten Essentials of RUP – Leslee Probasco, Available: http://www.therationaledge.com/content/dec_00/f_rup.html
- Structure and Style in Use Cases for User Interface Design – Larry Constantine & Lucy Lockwood Available: <http://www.foruse.com/articles/structurestyle2.htm>
- Building Web Solutions with the Rational Unified Process: Unifying the Creative Design Process and the Software Engineering Process (a Rational Software and Context Integration white paper) - Stan Ward & Per Kroll, Available: <http://www.rational.com/media/whitepapers/76.pdf>

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Appendix A. georgia.gov /Taxonomy Subject Areas

1. Education & Training

This subject area provides services that support learning initiatives for students, parents, educators, and administrators. This subject area also addresses career development and training needs for employees, job seekers, and employers.

2nd Level Subject Areas:

Note: Due to the nature of the services that support the Education and Training Subject Area, the organization lends itself to a hybrid of both topical and Affinity Group labeling.

- **Early Childhood Education, Pre-K, and K-12**

This subject area contains services for both Early Childhood Education and K-12th grade schools. Examples: school districts, charter schools, transportation, etc. This area maps to the GILS “Education” category.

- **Colleges and Universities**

This subject area addresses state, non-state, and technical college and university degree programs throughout the State of Georgia. Examples: application and admission, Board of Regents information, testing, etc. This area maps to the GILS “Education” category.

- **Professional Education**

This subject area contains services and information of interest to individuals who are seeking computer certificates and other professional based training from nonpublic institutions and training companies. These programs are authorized by the State of Georgia's Nonpublic Postsecondary Education Commission (NPEC). This area maps to the GILS "Education" category.

- **Parents and Students**



This subject area contains services of interest to students and their parents. Examples: school safety, home schooling, testing, scholarships, library locations, etc. This area maps to the GILS “Education” category.

- **Educators**

This subject area contains services of interest to educators, including certification, professional development, curriculum, test scores, etc. This area maps to the GILS “Education” category.

- **Administrators**

This subject area contains services of interest to school administrators including, educational policies, school planning, educational performance, and staff development, etc. This area maps to the GILS “Education” category.

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2. Family & Health

This subject area addresses individual, family, and community services provided by the State of Georgia.

2nd Level Subject Areas:

- **Senior Services**
This area provides services that support the aging and elderly in the State of Georgia. This area maps to the GILS “Social Issues and Programs” category.
- **Healthcare and Medical Services**
This subject area supports services for both consumers and healthcare professional and administrators. Examples: public health issues, mental health, regulatory issues, nutrition, etc. This area maps to the GILS “Health and Medicine” category.
- **Vital Records**
This subject area addresses the important vital records needed by the citizens of Georgia. Examples: birth, death, marriage certificates, etc. This area maps to the GILS “Vital Record and Population” category.
- **Parent and Children Services**
This subject area contains services that support children, families, and families in distress. Examples: foster care, adoption, food stamps, child support, housing assistance, veterans, etc. This area maps to the GILS “Social Issues and Programs” category.
- **Disability Services**
This subject area supports services for citizens of Georgia with unique needs. Examples: visually impaired, hearing impaired, physically challenged, mental illness, etc. This area maps to the GILS “Social Issues and Programs” category.

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3. Transportation

This subject area provides transportation services for those living in, working in, or visiting the State of Georgia.

2nd Level Subject Areas:

- **Driving in Georgia**
This subject area provides services to those who drive vehicles in the State of Georgia. Example: cars, motorcycles, commercial vehicles, driving manuals, licensing, safety, tag renewals, emissions, etc. This area maps to the GILS “Transportation” category.
- **Public Transportation**
This subject area supports methods of mass transit available in the State of Georgia. Examples: train, bus systems, cabs, etc. This area maps to the GILS “Transportation” category.
- **Roads and Highways**
This subject area provides services for those using the Georgia road systems. Examples: travel conditions, road construction, highway closings, future programs, etc. This area maps to the GILS “Transportation” category.
- **Recreational Vehicles and Watercraft**
This subject area addresses services that support boats, recreational vehicles, trailers, etc. This area maps to the GILS “Transportation” category.
- **Air Transportation**
This subject area provides services for air transportation in the State of Georgia, including state, local, regional airports, air safety, private aircraft, etc. This area maps to the GILS “Transportation” category.

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4. Tourism & Recreation

This subject area provides information about interesting things to see and do in the state of Georgia. It also addresses services on how to get to and get around while in the state. This subject area is for those visiting and living in the State of Georgia.

2nd Level Subject Areas:

- **Sporting Licensing and Registration**

This subject area supports services for different types of sporting interests.

Example: Hunting, fishing, camping, etc. This area maps to the GILS “Recreation and Tourism” category.

- **Things to do**

This subject area contains Attractions, Cultural Events, Sport Teams & Facilities, etc. available in the State of Georgia. This area maps to the GILS “Recreation and Tourism” category.

- **Destinations**

This subject area includes areas or places to visit while in the State of Georgia.

Examples: State Parks, Historic landmarks, Georgia Mountains, Coastal Region, etc. This area maps to the GILS “Recreation and Tourism” category.

- **Travel Resources**

This subject area provides services that assist people while in the State of Georgia. Examples: Maps, Tour guides, travel tips, typical weather etc. This area maps to the GILS “Recreation and Tourism” category.

- **Our Georgia**

This subject area presents the rich history of the State of Georgia that will interest those visiting and living in Georgia. Examples: Historic information/facts, genealogy, state symbols, etc. This area maps to the GILS “History and Culture” category.

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5. Business Services & Employment

This subject area contains services that concern those who work, own a business or do business in or for the State of Georgia.

2nd Level Subject Areas:

- **Starting and Operating a Business**
This subject area addresses services that support a new or established business owner in the State of Georgia. This area maps to the GILS “Business and Industry” category.
- **Doing Business with the State of Georgia**
This subject area contains services for those businesses wanting to provide goods and services to the Georgia State Government. Examples: vendor registration requirements, bid information, etc. This area maps to the GILS “Business and Industry” category.
- **Employment Services**
This subject area supports services for employers and employees. Examples: job listings, workers' compensation, unemployment compensation, equal opportunity, etc. This area maps to the GILS “Employment and Income” category.
- **Business and Professional Licensing**
This subject area supports the various licensing and certification services in the State of Georgia. Examples: construction, finance, insurance, real estate, health care professionals, etc. This area maps to the GILS “Business and Industry” category.
- **Consumer Protection**
This subject area provides services that will help the citizens of Georgia to become informed consumers. This area maps to the GILS “Consumer Protection and Public Safety” category.
- **Industry**
The Industry subject area addresses the different industries available in the State of Georgia. Examples: Agriculture, Banking, Insurance, Land Use and Construction, Utilities, Energy and Communication, etc. This area maps to several GILS categories: “Business and Industry”, “Agriculture and Food Production”, “Land Use and Construction”, “Utilities, Energy, and Communication”.

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6. Government

This subject area provides a “traditional view” of the government and the services it offers. This theme is most popular with government employees, citizens, or business professionals used to working with the government.

2nd Level Subject Areas:

- **State Government**
This subject area supports the agencies and branches of the Georgia State government. This area maps to the GILS “State Government” category.
- **Municipal Governments**
This subject area supports the Municipal Governments located in the State of Georgia. This area maps to the GILS “Municipal Government” category
- **County Governments**
This subject area supports the County Governments located in the State of Georgia. This area maps to the GILS “County Government” category
- **Federal Government**
This subject area addresses services from the United States Federal Government. This area maps to the GILS “Federal Government” category
- **Citizen Involvement**
This subject area will address services that concern a citizen of Georgia. Examples: Voting & Elections, Volunteerism, and Taxes. This area maps to the GILS “Taxes and Government Revenue”, and “Voting and Elections” categories.

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7. Legal & Public Safety

This subject area addresses the many services available in the State of Georgia that keep its citizens safe.

2nd Level Subject Areas:

- **Victims' Assistance**
This subject area contains services that support victims' needs in the State of Georgia. Examples: victims' rights, domestic violence, child abuse, molestation, etc. This area maps to GILS "Law Enforcement" and "Social Issues and Programs" categories.
- **Courts and Corrections Services**
This subject area addresses the many court and correction services available in the State of Georgia. Examples: juvenile offenders, local prisons, hearings, appeals, etc. This area maps to the GILS "Law Enforcement" category.
- **Military**
This area supports the military and homeland security efforts underway in the State of Georgia. Examples: forts and bases, National Guard, veterans, etc. This area maps to the GILS "Federal Government" category.
- **Emergency Services**
This subject area addresses the services that are needed in the event of an emergency. Examples: fires, tornados, hurricanes, flooding, bombings, GEMA, etc. This area maps to the GILS "Consumer and Public Safety" category.
- **Law Enforcement**
This area supports services for violence and crime prevention in the State of Georgia. Examples: crime statistics, neighborhood watch programs, State Patrol, local Police and Sheriff Departments, GBI, etc. This area maps to the GILS "Law Enforcement" categories.
- **Home and Environment Safety**
This subject area contains services that help to protect Georgia households and the environment. Examples: animal control, fire safety, water safety, hazardous materials, etc. This area maps to the GILS "Consumer and Public Safety" and "Natural Resources and Environment" categories.
- **Legal and Regulations**
This subject area supports services addressing the various laws and regulations in the State of Georgia. This area maps to the GILS "Laws and Regulations" category.

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APPENDIX B: Information Architecture Artifact Examples

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Navigation Summary

Legend	
Web page	page name

Top Navigation 1

Georgia.gov (home)	Agencies/ Organizations	Site Map	FAQ	Help
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Subject Area Navigation 2

Family & Health	Education & Training	Transportation	Tourism & Recreation	Business Services & Employment	Government	Legal & Public Safety
<ul style="list-style-type: none"> > Senior Services > Healthcare & Medical Services > Vital Records > Parent & Child Services > Disability Services 	<ul style="list-style-type: none"> > Early Childhood Education, Pre-K & K-12 > Colleges & Universities > Professional Education > Parents & Students > Educators > Administrators 	<ul style="list-style-type: none"> > Driving in Georgia > Public Transportation > Roads & Highways > Recreational Vehicals & Watercraft > Air Transportation 	<ul style="list-style-type: none"> > Sporting Liscensing & Registration > Things to do > Destinations > Travel Resources > Our Georgia 	<ul style="list-style-type: none"> > Starting & Operating A Business > Doing Business with the State of Georgia > Employment Services > Consumer Protection > Industry 	<ul style="list-style-type: none"> > State Government > Municiple Government > County Government > Federal Government > Citizen Involvement 	<ul style="list-style-type: none"> > Victims Assitance > Courts & Corrections Services > Military > Emergency Services > Crime Prevention > Home & Environment Safety > Laws & Regulations

Secondary Navigation 3

I Want To...	How Do I...	I am...	Counties and Cities
		not on current web site yet	

Footer Navigation 4

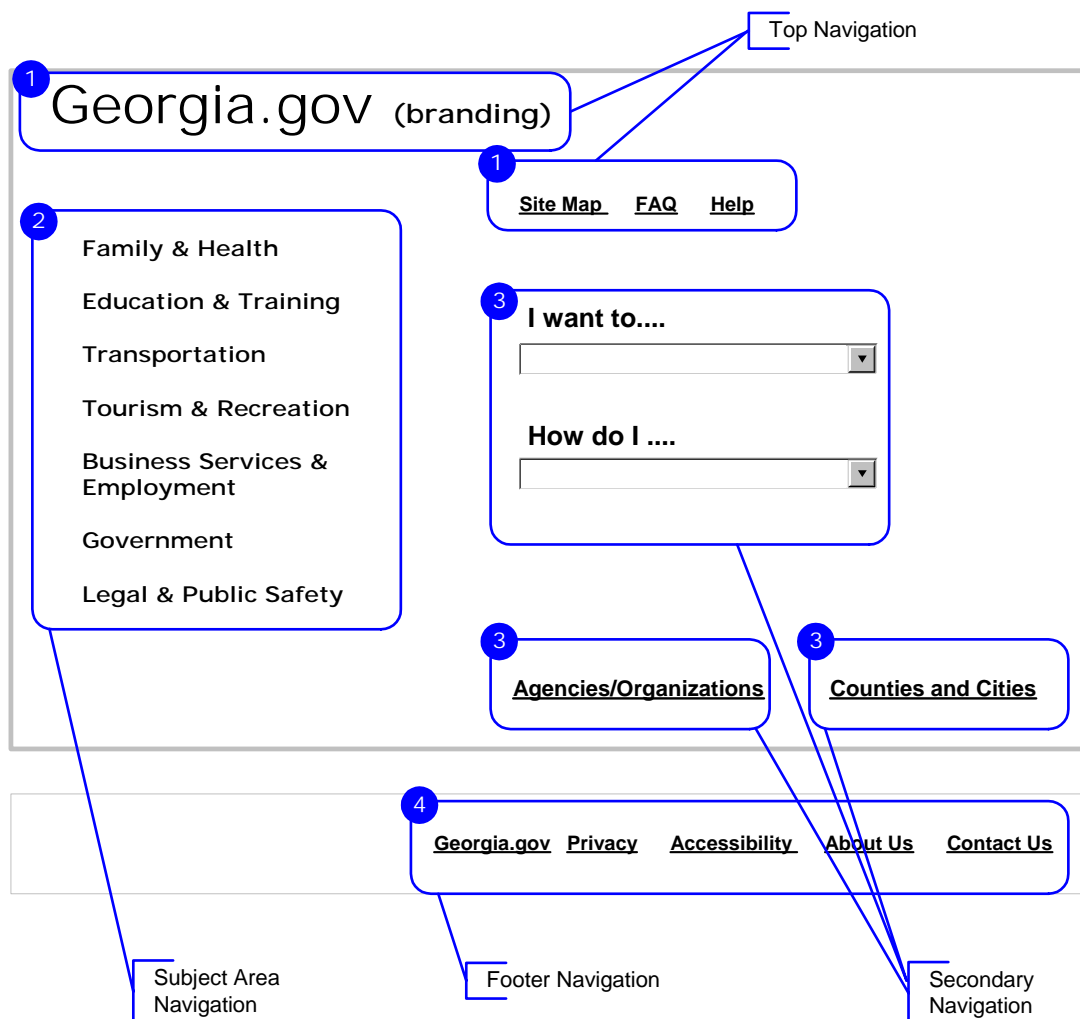
Georgia.gov	Privacy	Accessibility	About Us	Contact Us
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Navigation Framework for Main Page

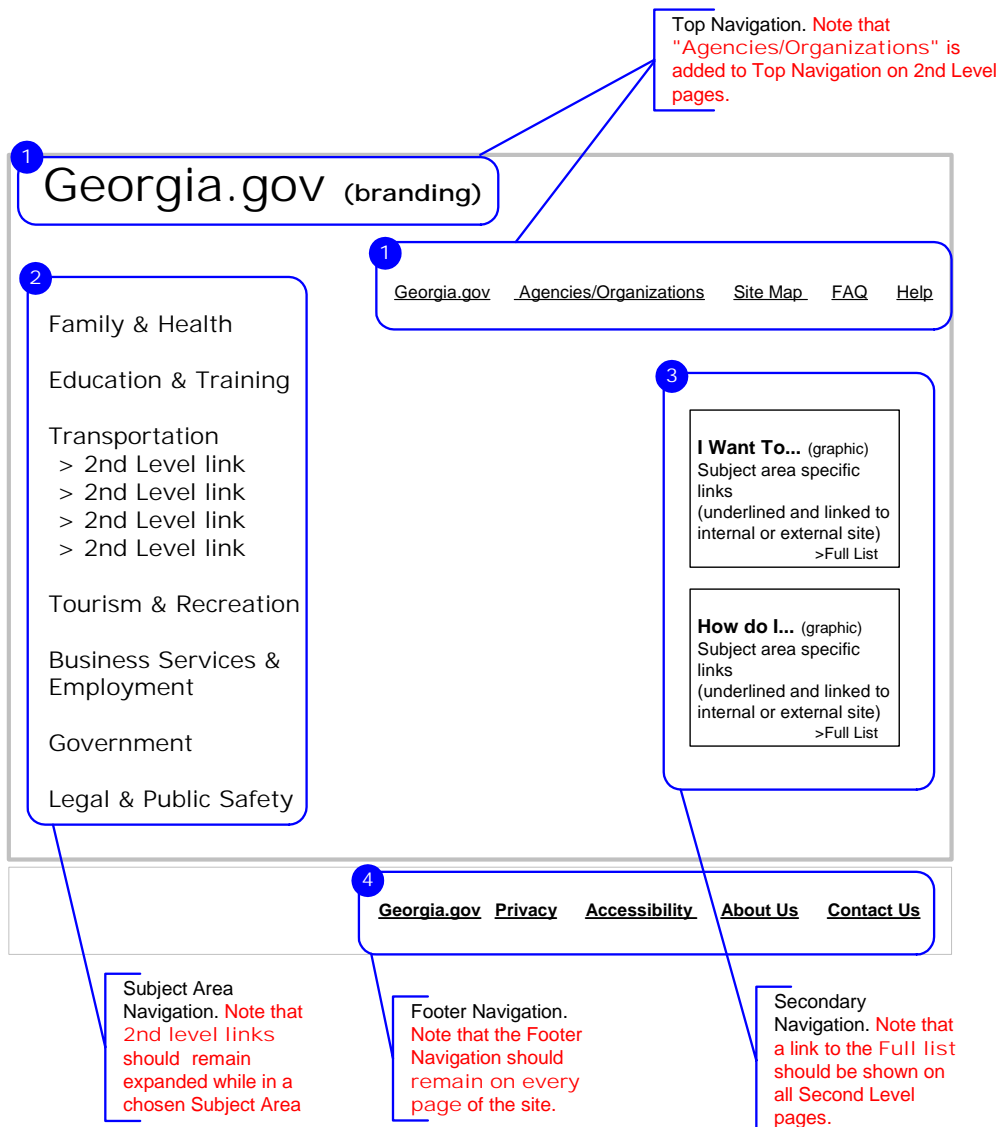
- 1 Top Navigation
- 2 Subject Area Navigation
- 3 Secondary Navigation
- 4 Footer Navigation



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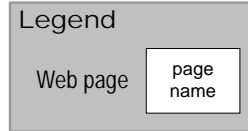
Navigation Framework for All 2nd Level

- 1 Top Navigation
- 2 Subject Area Navigation
- 3 Secondary Navigation
- 4 Footer Navigation

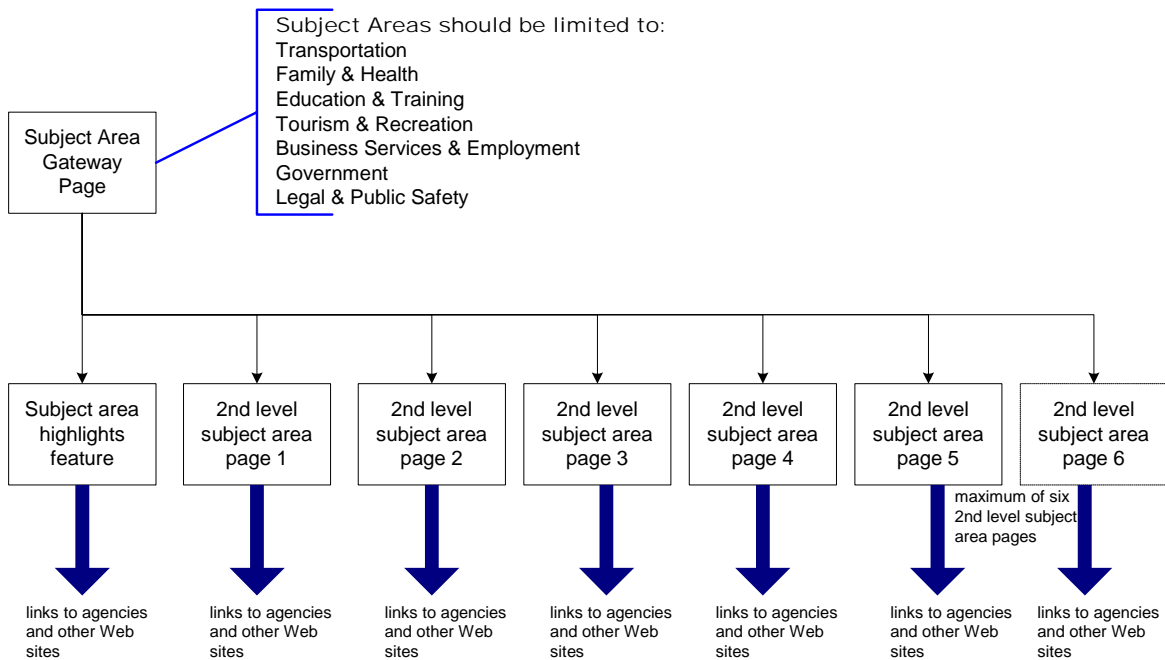


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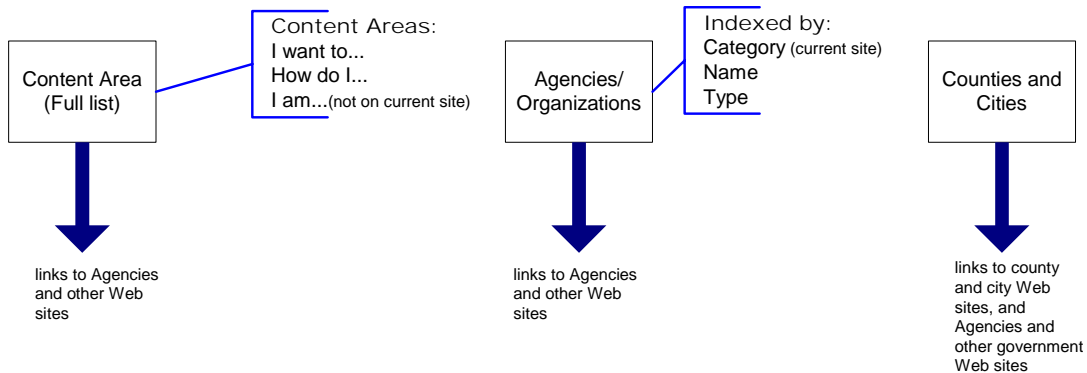
Navigation framework for extensibility



Subject Area Navigation



Secondary Navigation



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Appendix C. State of Georgia GILS Subject Tree: (1st & 2nd Levels)

Education & Training

Early Childhood Education, Pre-K, and K-12
Colleges and Universities
Professional Education
Parents and Students
Educators
Administrators

Family & Health

Senior Services
Healthcare and Medical Services
Vital Records
Parent and Children Services
Disability Services

Transportation

Driving in Georgia
Public Transportation
Roads and Highways
Recreational Vehicles and Watercraft
Air Transportation

Tourism & Recreation

Sporting Licensing and Registration
Things to do
Destinations
Travel Resources
Our Georgia

Business Services & Employment

Starting and Operating a Business
Doing Business with the State of Georgia
Employment Services
Business and Professional Licensing
Consumer Protection
Industry

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Government

- State Government**
- Municipal Governments**
- County Governments**
- Federal Government**
- Citizen Involvement**

Legal & Public Safety

- Victims' Assistance**
- Courts and Corrections Services**
- Military**
- Emergency Services**
- Law Enforcement**
- Home and Environment Safety**
- Legal and Regulations**

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Appendix D. Communities of Interests (examples)

These Communities of Interest (COIs) are for illustrative purposes only. COIs for georgia.gov have not been identified.

Education & Training

- Parents
- Students
- Teachers
- Employees
- Administrators
- Adult Students

Family & Health

- Parents
- Children
- Healthcare Professionals
- Senior Citizens
- Disabled Persons
- Veterans

Transportation

- Travelers/Georgia Visitors
- Car Owners/Drivers
- Commercial Vehicle Owners/Drivers
- Boat Owners
- Recreational Vehicle Owners/Drivers
- Motorcycle Owners/Drivers
- Road Construction Teams
- Airport/Airline Employees

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Tourism & Recreation

- Travelers/Georgia Visitors (Business/Pleasure)
- Parents
- Children
- Historians
- Family Reunion Planners
- Event Planners
- Hunters
- Fisher
- Outdoorsman
- Camper

Business Services & Employment

- Small Business Owner
- Licensed Business Professional
- Consumer
- Employers
- Employees
- Farmers
- Builder

Government

- Citizen
- Georgia State Employee
- Georgia State Legislature
- Attorney
- Judges
- Poll Workers

Legal & Public Safety

Communities of Interest:

- Victims
- Offender (Offender's family)
- Judge
- Attorney
- Law Enforcement Officer
- Firemen
- Servicemen (Servicemen's Family)

Homeowner

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Appendix E. georgia.gov Information Architecture Diagram

This diagram provides a conceptual view of how the information architecture organizes the “front-end” of georgia.gov, manifested through the presentation layer, for the benefit of the user audience; and it shows the “back-end,” where content is “shelved” via classification as described by GILS (the Global Information Locator Service) standard.

